JP MARKETING

PROMPT PACK

AI Prompts to Analyze Your Competitors' SEO

Copy-and-paste prompts for law firms

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What this pack does

These prompts help you figure out why other law firms show up above you on Google, Maps, and AI tools, and build a plan to beat them. You learn from them, you don't copy them.

Words to know

Word	What it means
Prompt	The instructions you type into an AI tool.
[Blank]	A spot you fill in with your real info.
Chat	One conversation with the AI. It remembers what you said earlier in the same chat.
Tone	How the writing sounds: friendly, serious, fun.

How to use these prompts

1. Open ChatGPT, Claude, or Gemini (free plans work).
2. Paste your business info block first (Step 1).
3. Copy a prompt. Swap the **[BLANKS]** for your real info.
4. Read what it gives you. **Fix anything that's wrong.** AI makes mistakes.
5. Ask it to change things: "shorter," "simpler words," "more friendly," "add a local example."

> **Important:** AI doesn't know your real prices, reviews, licenses, or results. Never let it make those up. Give it the real facts, or leave those spots blank and fill them in yourself.

Step 1: Fill in your business info

Every prompt below uses these blanks. Fill them in once, then copy them into each prompt.

Blank	What it means	Example (Law Firms)
[BUSINESS]	Your business name	Garden State Law Group
[CITY]	Your main city	Edison, NJ
[AREAS]	Nearby areas you serve	New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex County
[SERVICES]	Your services	car accidents, truck accidents, construction injuries, wills, living trusts, power of attorney, probate
[AUDIENCE]	Who you help	injured workers, drivers, and families planning for the future
[USP]	Why people pick you	free consults 7 days a week, no fee unless we win, Spanish spoken, free estate planning workshops
[TONE]	How you want to sound	calm, clear, plain English, no legal jargon

Pro move: Paste this "business info" block at the top of your AI chat before you use any prompt. Then the AI remembers it for the whole chat.

```
MY BUSINESS INFO
BUSINESS: Garden State Law Group
CITY: Edison, NJ
AREAS: New Brunswick, Woodbridge, Piscataway, Metuchen, all of Middlesex
County
SERVICES: car accidents, truck accidents, construction injuries, wills,
living trusts, power of attorney, probate
AUDIENCE: injured workers, drivers, and families planning for the future
USP: free consults 7 days a week, no fee unless we win, Spanish spoken, free
estate planning workshops
TONE: calm, clear, plain English, no legal jargon
Industry: Law Firms
Rules: Follow your state bar's advertising rules. No promises of results.
Add required disclaimers. Don't give individual legal advice in comments.
Never share client info.
```

The prompts

Prompt 1: Find your real competitors

Your SEO competitors may not be who you think.

```
I'm a law firm in [CITY]. I searched Google for: truck accident lawyer nj,
car accident lawyer edison, estate planning attorney edison nj.
Here are the businesses in the Map Pack and top results for each: [PASTE
NAMES + WEBSITES].
Which ones show up the most? Group them into: Map Pack competitors, website
competitors, and directories. Tell me the top 5 I should study.
```

Prompt 2: Compare Google profiles

See why they win the map.

```
Compare these Google Business Profiles to mine:
Mine: [categories, reviews count, rating, photos count, posts, services,
description]
Competitor 1: [same info]
Competitor 2: [same info]
Competitor 3: [same info]
What do they have that I don't? What's the fastest way to catch up? Give me
a table, then a top 5 action list.
```

Prompt 3: Compare website pages

Find the page gaps.

```
Here are the page lists (or sitemaps) for my site and 3 competitors:
[PASTE].
Make a table of every service and location page. Mark who has it. Then list
the pages I'm missing, in order of importance.
```

Prompt 4: Break down a competitor's best page

Learn why it ranks.

```
Here is a competitor's page that ranks #1 for "[PHRASE]": [PASTE TEXT].
Tell me: how it's structured, what questions it answers, what trust signals
it uses, how long it is, and what it does better than my page: [PASTE MY
PAGE].
Then give me a plan to make my page better (not a copy).
```

Prompt 5: Compare reviews

Reviews tell you what people care about.

```
Here are 20 reviews from each of my top 2 competitors and 20 of mine:
[PASTE].
What do customers praise and complain about for each? What themes should I
ask my happy customers to mention (without scripting them)? What weak spots
can I beat?
```

Prompt 6: Compare links and mentions

Who talks about them?

```
Here is a list of websites that link to or list my competitor: [PASTE FROM A
FREE BACKLINK TOOL OR A GOOGLE SEARCH FOR THEIR NAME].
Sort them into: directories, local sites, news, partners, spam. Which ones
could I realistically get too? For a law firm, the usual best sources are:
Avvo, Justia Lawyer Directory, FindLaw / Lawyers.com / Martindale-Hubbell,
Super Lawyers / Best Lawyers, Your state bar and county bar association,
Practice-area groups (state trial lawyers association, NAELA, etc.).
```

Prompt 7: Compare AI visibility

Who does AI recommend?

```
Run these questions in ChatGPT, Gemini, Perplexity, and Google: Who is a good truck accident lawyer in Edison, NJ?; Which estate planning attorneys near New Brunswick offer free consultations?; Best construction accident lawyer in Middlesex County?.
Paste the answers here: [PASTE].
Which businesses got recommended, and what sources were cited? What do the recommended businesses have in common? What should I do to be included?
```

Prompt 8: Build my 'beat them' plan

Put it all together.

```
Here's everything I learned about my competitors: [PASTE SUMMARIES FROM ABOVE].
Make a 90-day plan to outrank them, with: quick wins (week 1 to 2), page building (week 3 to 8), and authority/reviews (week 9 to 12). Focus on things I can actually do.
```

Check before you use it

- [ ] Every fact is true (prices, hours, licenses, years, results)
- [ ] No made-up reviews, stats, or awards
- [ ] Sounds like us (read it out loud)
- [ ] Simple words, short sentences
- [ ] Our city and service areas are right
- [ ] Clear next step for the reader
- [ ] We're improving our own pages, not copying text from competitors
- [ ] State bar advertising rules (ABA Model Rules 7.1-7.3 and your state's version).
- [ ] 'Attorney Advertising' labels where your state requires them.

How to tell if the AI did a good job

Good answer	Bad answer
Short sentences, plain words	Big fancy words
Uses YOUR facts	Makes up prices, reviews, or awards
Sounds like a real person	Sounds like an ad robot
Answers the question first	Long intro before the point
Mentions your city naturally	Says the city 20 times

How to fix a bad answer

Just reply to the AI with one of these:

- "Make it simpler. Use words a 10-year-old knows."
- "Shorter. Cut it in half."
- "Sound more like a friendly local business, less like a robot."
- "You made up [thing]. Remove anything I didn't give you."
- "Add a local example from [CITY]."
- "Start with the answer, then explain."
- "Give me 3 different versions so I can pick."

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.